

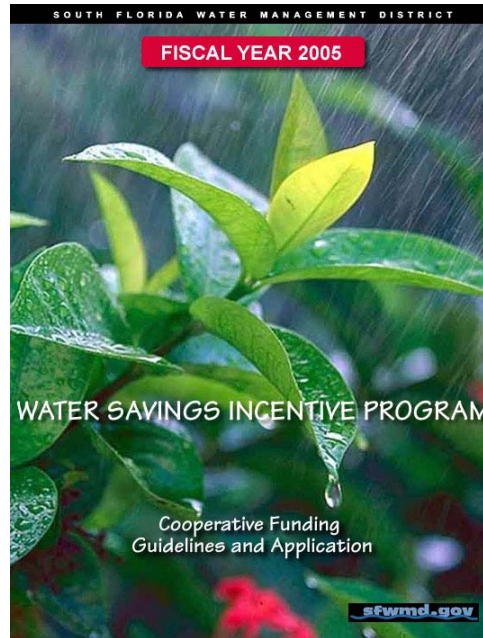
A Comprehensive Water Conservation Program for South Florida

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Governing Board Workshop
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Water Supply Program

Where have we been?



2003 - 2008

Estimated 1.5 billion gallons of water per year.

Public Information and Education Where have we been?



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Where have we been?

2006-2007 Water Shortage

- **5 million** public information materials developed/printed/distributed
- **4.25 million** reached through utility, agency and corporate partnerships
- **323,000** web site hits
- **22,050** Citizen Information Line calls and **2,002** public e-mail responses



Where have we been?

2006-2007 Water Shortage (cont.)

- **60,000** reached through speaking engagements
- **5,000** yard signs
- **750** press interviews, releases and conferences generated **3,318** state, national and international print and broadcast “hits”.
- **64** media campaigns (PSAs, billboards)



Where are we now?



- Limited availability of traditional sources
- Growing Economy
- Increased Demands
- Extreme Weather

Where are we going?

Comprehensive Water Conservation Program

Goals

- Create a year-round culture of conservation
- Eliminate wasteful water use
- Minimize impact of extreme weather on water users

Where are we going?

Comprehensive Water Conservation Program (cont'd)

Goals

- Efficient water use
- Establish partnerships to maximize effectiveness
- Integrate with other District responsibilities

Who are our partners?

All Water Users

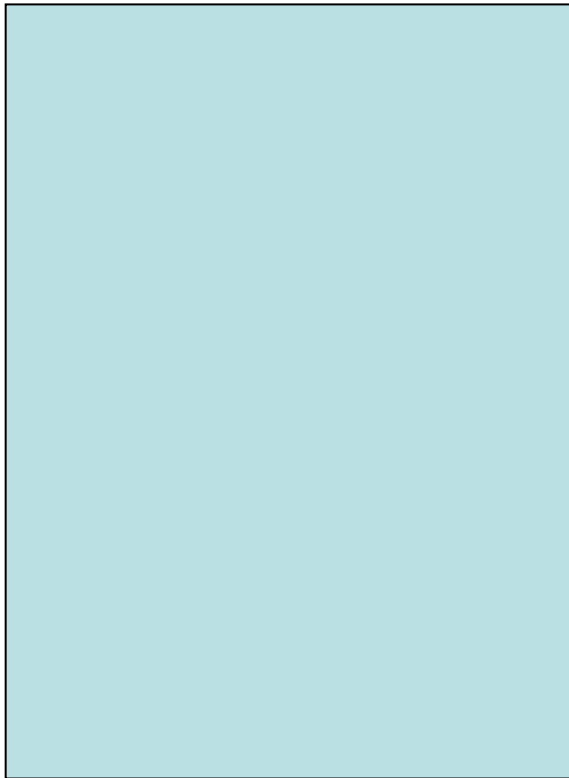
- Local governments
- Agriculture
- Nurseries and landscapers
- Utilities
- Developers
- Property owners and HOAs

Who are our partners?

All Water Users (cont.)

- Parks and recreation
- Sports and leisure
- Tourism
- Small Businesses
- Manufacturing
- Hospitality and service industries

What are the program components?



- Regulatory Initiatives
- Voluntary and Incentive-based Initiatives
- Public Information & Education Initiatives

Regulatory Initiatives



- Consumptive Use Permitting, Ch. 40E-2
- General Water Use Permitting Ch. 40E-20
- Water Shortage Plan, Ch. 40E-21
- Year-round Landscape Irrigation, Ch. 40E-24
- Water Use Basis of Review

Voluntary and Incentive-based Initiatives



- Water Conservation Technical Assistance
- Water Utility Rate Study
- Water Savings Incentive Program (Water SIP)
- Mobile Irrigation Labs
- Best Management Practices
- Other Research

Public Information and Education Initiatives



- Social Marketing – research and evaluation
- Electronic Media – web site; e-bulletins
- Print and Broadcast Media – earned and paid
- Printed Materials
- Corporate and Agency Partnerships

Public Information and Education Initiatives

(cont.)



- Speaking Engagements
- School Programs
- Volunteer Programs

How do we get there?

Stakeholder Involvement



How do we get there?

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BUSINESSES



Landscapers

Ideas for how to design and maintain a beautiful landscape while also doing your part to conserve water.



Best Management Practices (BMPs)

Ten suggestions for managing commercial and industrial water use. Use these guidelines as a starting point for creating BMPs for your own business.



Car Wash Certification Program

Most people don't realize that commercial car washes are a water saver compared to traditional at-home car washing. Find out how your car wash can become a District-certified Car Wash.



Ideas for Condo and Homeowner Associations

Are you on the Board of Directors for your condominium or homeowner association? Here are guidelines and suggestions for making sure that your neighborhood is helping to conserve water.



Hotels and Motels

The District is a partner in the Florida Department of Environmental Protection's Green Lodging program.



Restaurants

Find out how your restaurant can work with the District to conserve water. From the Restaurant Pre-rinse Spray Valve program to professionally designed table cards asking customers to only request water if they will drink it, joining South Florida's campaign will help customers and businesses conserve water.

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Launching November

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Key Dates:


November - Launch Water Conservation Website

December – Hold Water Conservation Summit

November - May - Stakeholder workshops to develop Comprehensive Water Conservation Program

April - Water Conservation Month; Status report to WRAC, Governing Board

May - Implementation

		November					
Su	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		May					
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4	5
1	6	7	8	9	10	11	12
2	13	14	15	16	17	18	19
2	20	21	22	23	24	25	26
	27	28	29	30			

Questions?